

Rep Order# 8833337 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 36854

Printed: 10/03/2012 11:06 AM  
Last Received: 10/03/2012 9:36 AM  
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS  
Advertiser ( ) AMERICAN CROSSROADS  
Product AMERICAN CROSSROADS  
Estimate# 692  
Buyer EMILY MILHOAN  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //692  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK  
NEW REVISED TOTAL - \$141,550  
PLEASE CONFIRM  
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	137A-237A	ELECTRIC PLAYGROUND	:30	\$100.00	10/02-10/05	4	1	4	\$400.00	
	2	M	137A-237A	ELECTRIC PLAYGROUND	:30	\$100.00	10/08-10/08	1	1	1	\$100.00	
	3	SU	500P-700P	SUNDAY EVE ROTATION	:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	
	4	SU	600A-630A	8 NEWS NOW SUN MORNING #1	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	5	SU	800A-830A	8 NEWS NOW SUN MORNING #2	:30	\$1,500.00	10/07-10/07	1	1	1	\$1,500.00	
	6	SU	630A-800A	CBS SUNDAY MORNING	:30	\$2,000.00	10/07-10/07	0	0	0	\$0.00	
	7	TU-F	1100P-1135P	8 NEWS NOW @ 11P	:30	\$2,200.00	10/02-10/05	4	1	4	\$8,800.00	
	8	M	1100P-1135P	8 NEWS NOW @ 11P	:30	\$2,200.00	10/08-10/08	1	1	1	\$2,200.00	
	9	TU-F	900A-1000A	LIVE WITH KELLY	:30	\$850.00	10/02-10/05	4	1	4	\$3,400.00	

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	10	M	900A-1000A	LIVE WITH KELLY	:30	\$850.00	10/08-10/08	1	1	1	\$850.00	
	*11	TU-F	630P-700P	INSIDE EDITION	:30	\$1,300.00	10/02-10/05	3	1	3	\$3,900.00	
			Sales Remark: V7 . V7 Comment Changed, Spots/week Changed									
	12	M	630P-700P	INSIDE EDITION	:30	\$1,300.00	10/08-10/08	1	1	1	\$1,300.00	
	13	TU-F	1200P-1230P	NOON NEWS	:30	\$850.00	10/02-10/05	4	1	4	\$3,400.00	
	14	M	1200P-1230P	NOON NEWS	:30	\$850.00	10/08-10/08	1	1	1	\$850.00	
	15	TU-F	500P-630P	8 NEWS NOW @ 5P & 530P	:30	\$1,500.00	10/02-10/05	4	1	4	\$6,000.00	
	16	M	500P-630P	8 NEWS NOW @ 5P & 530P	:30	\$1,500.00	10/08-10/08	1	1	1	\$1,500.00	
	17	TU-F	1000A-1100A	PRICE IS RIGHT	:30	\$3,500.00	10/02-10/05	1	1	1	\$3,500.00	
	18	TU-F	400P-500P	8 NEWS NOW @ 4P & 430P	:30	\$1,300.00	10/02-10/05	4	1	4	\$5,200.00	
	19	M	400P-500P	8 NEWS NOW @ 4P & 430P	:30	\$1,300.00	10/08-10/08	1	1	1	\$1,300.00	
	20	TU-F	600A-700A	8 NEWS NOW @ 6A	:30	\$1,200.00	10/02-10/05	4	1	4	\$4,800.00	
	21	M	600A-700A	8 NEWS NOW @ 6A	:30	\$1,200.00	10/08-10/08	1	1	1	\$1,200.00	
	22	SA	500A-700A	SAT EARLY SHOW	:30	\$550.00	10/06-10/06	1	1	1	\$550.00	
	23	TU-F	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/02-10/05	4	1	4	\$4,000.00	

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	24	M	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/08-10/08	1	1	1	\$1,000.00	
	25	TU-F	500A-600A	8 NEWS NOW @ 5A	:30	\$800.00	10/02-10/05	4	1	4	\$3,200.00	
	26	M	500A-600A	8 NEWS NOW @ 5A	:30	\$800.00	10/08-10/08	1	1	1	\$800.00	
	27	TU-F	300P-400P	ELLEN	:30	\$1,000.00	10/02-10/05	4	1	4	\$4,000.00	
	28	M	300P-400P	ELLEN	:30	\$1,000.00	10/08-10/08	1	1	1	\$1,000.00	
	29	M	1000P-1100P	HAWAII FIVE O	:30	\$12,000.00	10/08-10/08	1	1	1	\$12,000.00	
	30	TH	800P-900P	BIG BANG/TWO & A HALF MEN	:30	\$18,000.00	10/04-10/04	1	1	1	\$18,000.00	
	31	TU	900P-1000P	NCIS:LA	:30	\$25,000.00	10/02-10/02	1	1	1	\$25,000.00	
	32	SA-SU	1100P-1135P	8 NEWS NOW @ 11P	:30	\$1,100.00	10/06-10/07	1	1	1	\$1,100.00	
	33	TU-F	137A-400A	OVERNIGHT ROS	:30	\$50.00	10/02-10/05	2	1	2	\$100.00	
	34	SA	800P-1000P	SAT PRIME MOVIE	:30	\$2,000.00	10/06-10/06	1	1	1	\$2,000.00	
	35	W	900P-1000P		:30	\$12,700.00	10/03-10/03	1	1	1	\$12,700.00	
	Buyline Comment: CSI											
	*36	W	900P-1000P	CSI	:30	\$3,900.00	10/03-10/03	1	1	1	\$3,900.00	

Sales Remark: V7 .  
V7 Added

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---REPORT TOTALS---

Report Totals: 68 / \$141,550.00

---SALES MONTHLY TOTALS---

Oct 12: 68 / \$141,550.00  
Sales Totals: 68 / \$141,550.00  
Station Totals: 68 / \$141,550.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$471,833	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

---COMPETITIVE COMMENTS---

SHARES ARE ESTIMATED

Books null  
Demos RA35+